



**DAMION  
ROBINSON**  
Graphic & Media Design

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## HYDRAULIC FRACTURING

### A GOVERNMENT EDUCATIONAL PROGRAM

A Hydraulic fracking campaign which looks to communicate and educate the local community of the good and bad aspects of fracking. This was designed to be an activist campaign, supporting the "idea" of Hydraulic Fracturing. But, as a process we believe that it causes more harm than good to the people's community. The notion within the campaign is designed to be tender and aggressive simultaneously; by which, the colours, typefaces and the shared relation between all graphic elements must share a bold disruptive voice. This is additionally communicated through the imagery brochures and banner designs. I had the opportunity to construct and lead this project as the team leader.





T SHIRTS

BROCHURES



BANNERS



POSTERS



**MAKE  
FRACKING  
TRANSPARENT!**

FRACKING CAN PROVIDE YOU WITH A JOB ,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.



**MAKE  
FRACKING  
TRANSPARENT!**

FRACKING CAN PROVIDE YOU A SAFE  
EMPLOYMENT BUT IT CAN ALSO  
CONTAMINATE YOUR WATER WITH  
CHEMICALS.

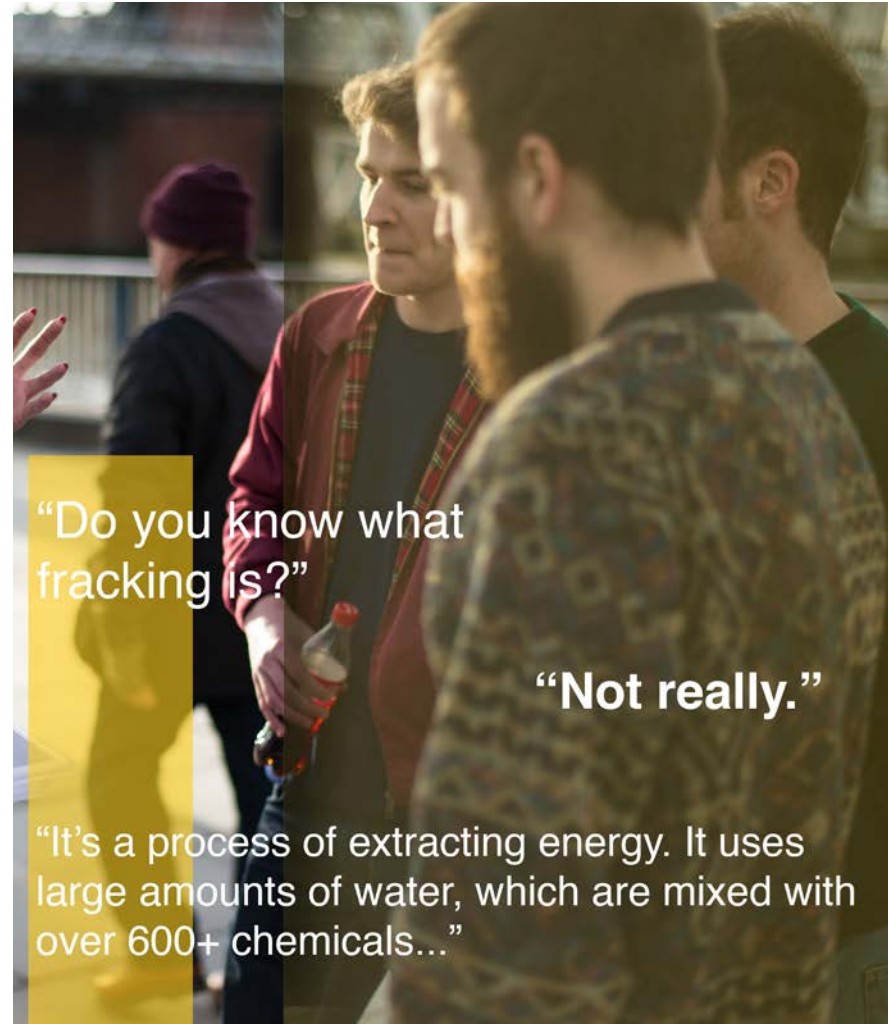


**MAKE  
FRACKING  
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FRACKING CAN PROVIDE YOU WITH A JOB ,  
BUT AT THE COST OF YOUR FAMILY  
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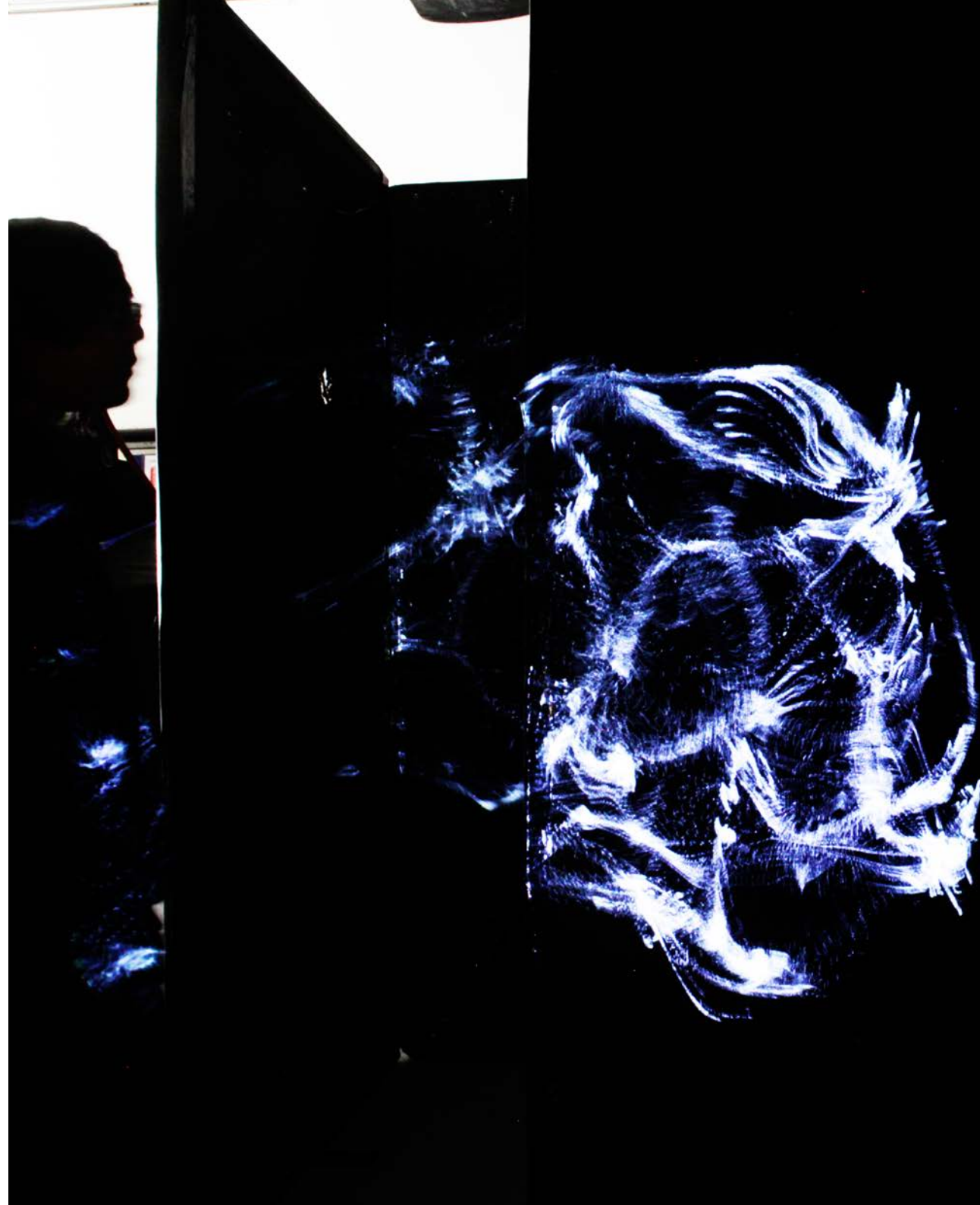
## EXHIBITION DESIGN

### HUBBLE SPACE TELESCOPE 25TH ANNIVERSARY

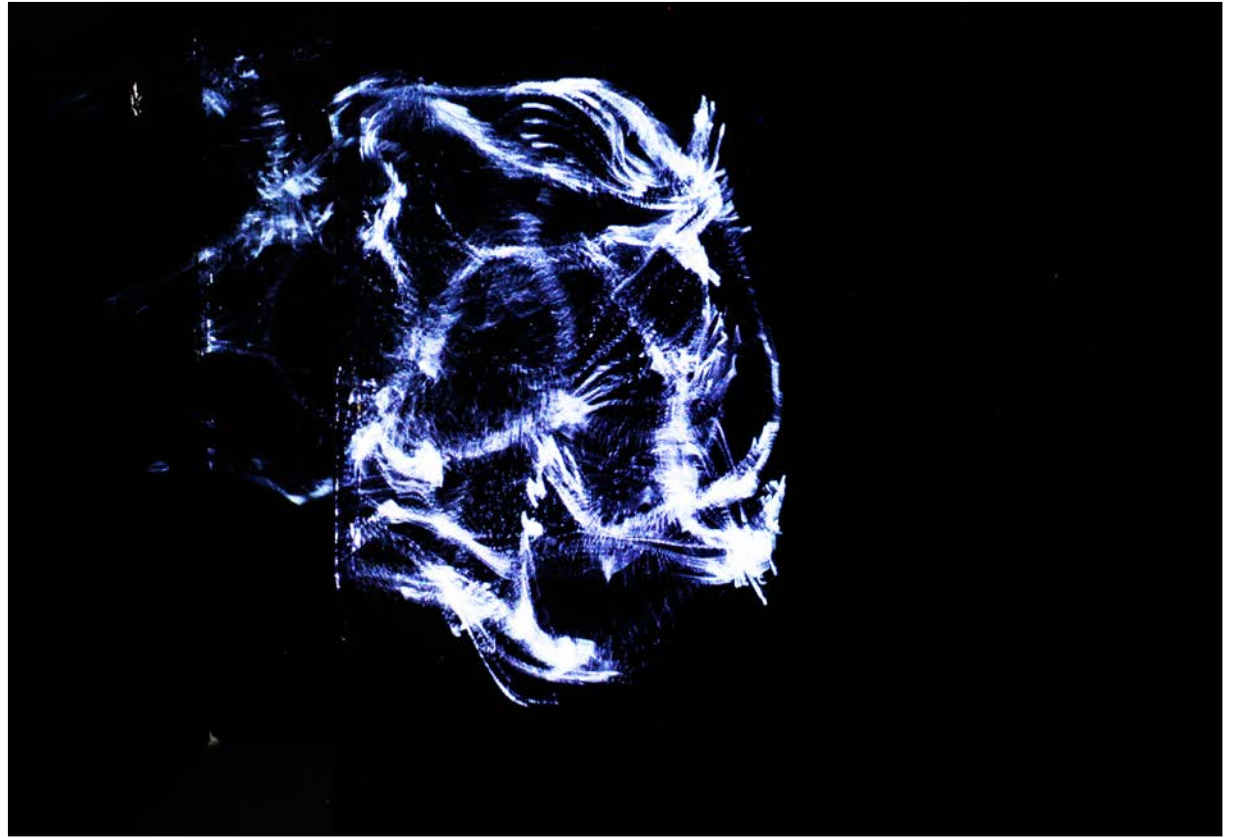
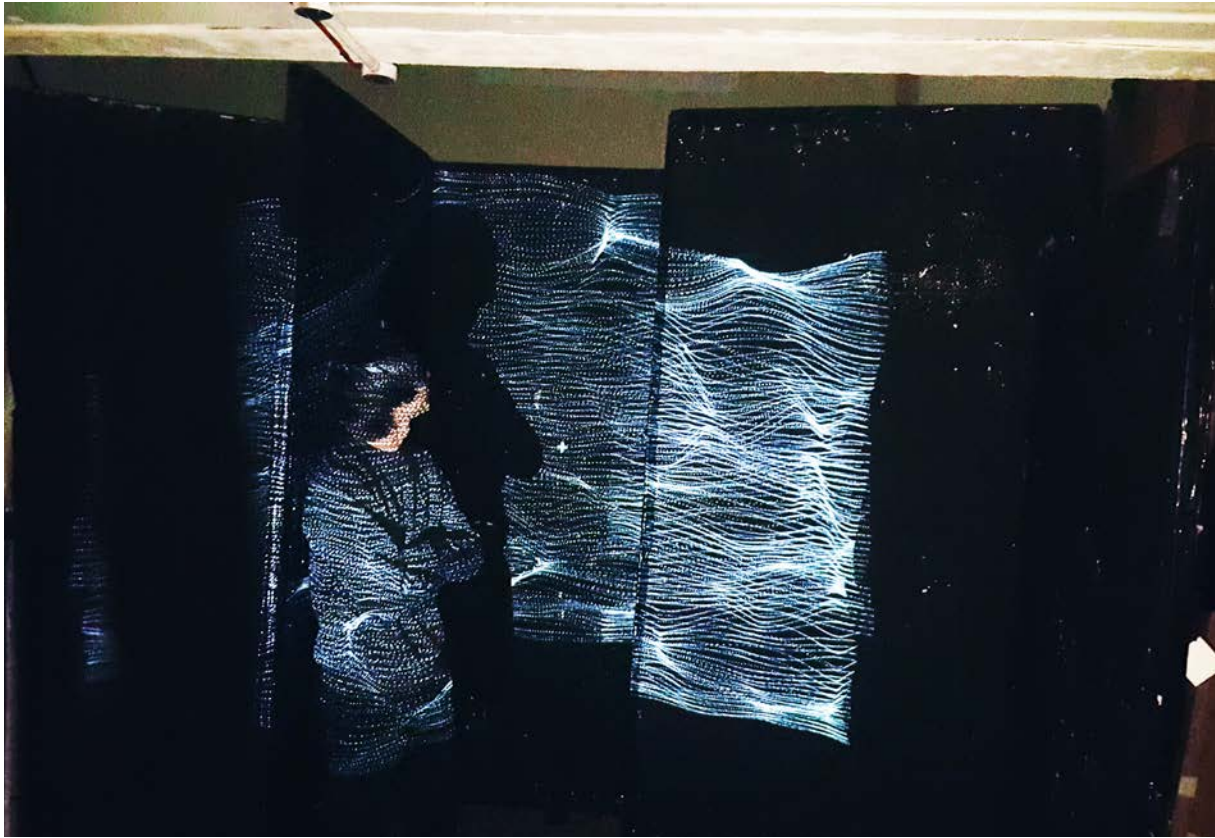
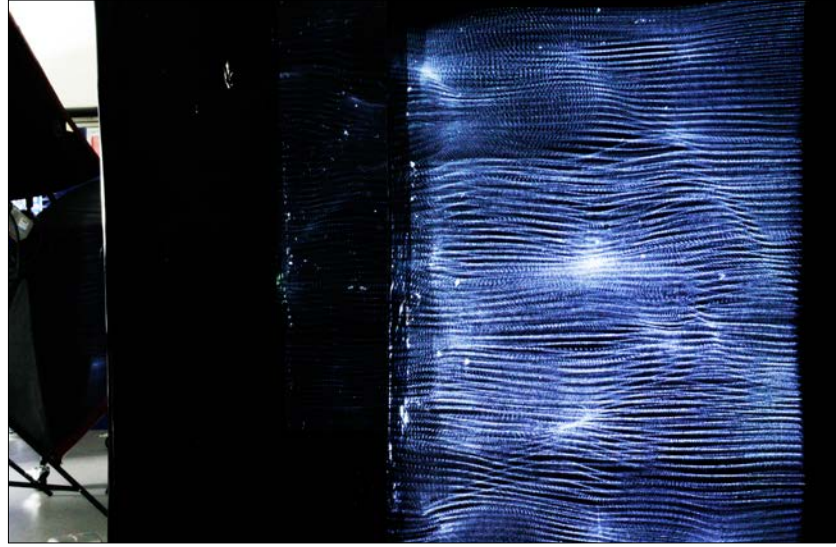
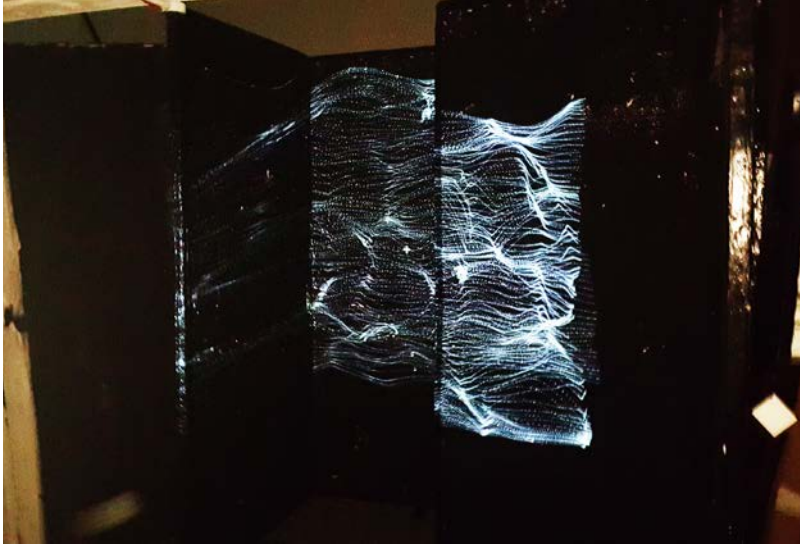
The Hubble exhibition is design to celebrate Hubble's 25th anniversary since launched. The exhibition was designed, focusing on a recent event that occurred on the 11th of December 2015.

### THE BRIEF & SOLUTION

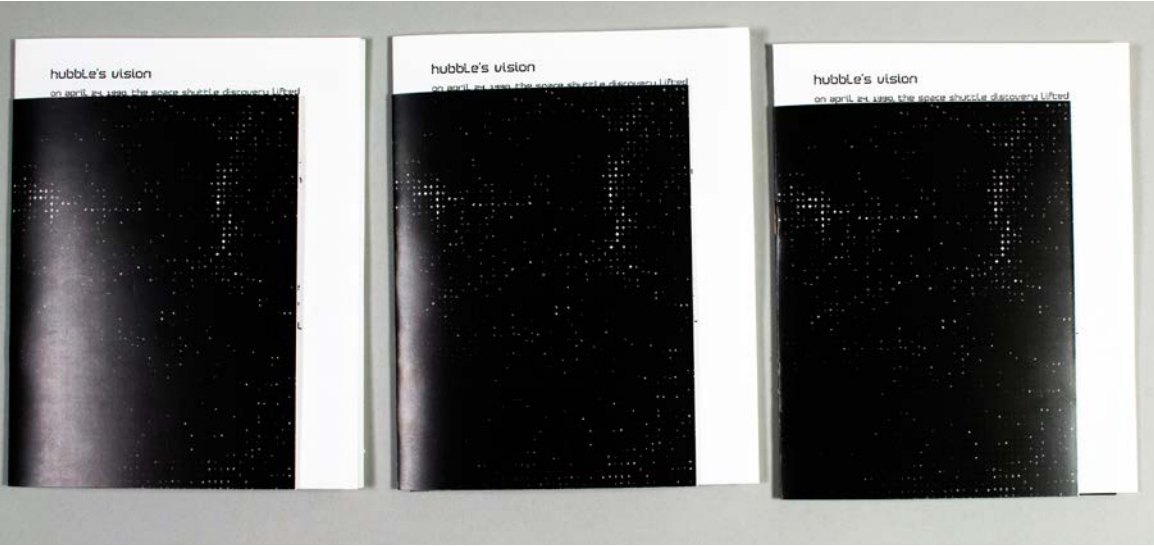
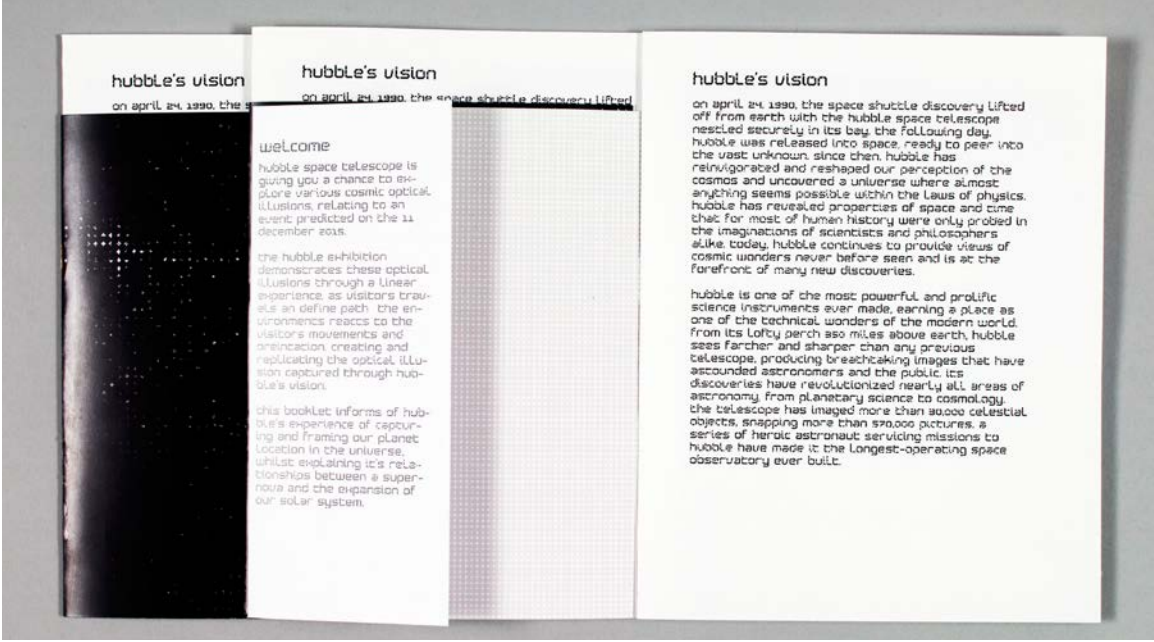
The challenge of the brief, that I wrote was to design and utilised all the scientific information relating to this particular event, since there aren't any High resolution images released from NASA. The solution was to create a linear journey in which multiple interactive environment that relates and demonstrate the notion relating to the event. The environments were coded using processing; additionally, there were designed posters, booklets/ with an insert depicting the appearance of a supernova that cause this event. But also, I had design a modular typeface using negative space to create a optical illusion, to supported and strengthen relationship to the written information from NASA. All graphic elements are design in relation to the information and to compliment the design of the environments. All elements were design to support the voice of the exhibition.













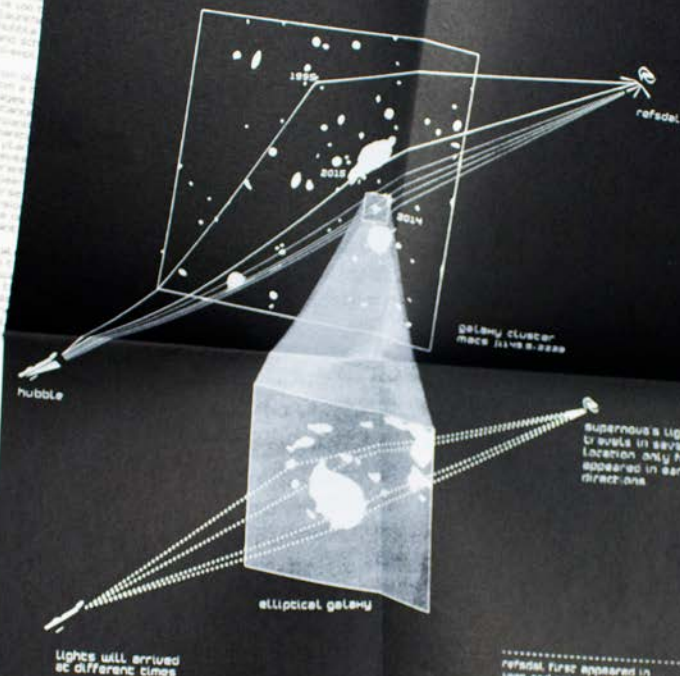
thanks to routine maintenance and upgrades Hubble is 100 times more powerful than when it was launched. In addition to its scientific importance, Hubble brings cosmic wonders into millions of homes and schools worldwide, allowing the public to be co-explorers with this wondrous observatory.

From planets in our own solar system to snapshots from a time when our universe was very young, the images that are presented according to their distance from earth, from near to far along with companion descriptions and videos, Hubble has given humanity a better understanding of our universe and our planetary location within it. Some people hate to reveal their age, and the universe, it seems, is no different. Before Hubble was launched, astronomers had been trying for many years to pin down the universe's age. The method relied on determining the expansion rate of the universe, a value called the Hubble constant. Their values for the Hubble constant were highly uncertain.

Their calculations for the universe's age ranged from 10 to 20 billion years. One of Hubble's key duties was to help astronomers determine a precise age for the universe. The telescope's keen vision helped astronomers accomplish that goal by measuring the brightness of dozens of pulsating stars called Cepheid variables, which are a thousand times brighter than the sun. By knowing their



## refsdal appearance



Refsdal first appeared in 1999 and reappeared in 2015. However, observed in four separate places by Hubble. This is due to a foreground galaxy that is known as the elliptical galaxy which warps, bends and magnifies the supernova light in four places. After which astronomers were able to successfully predict its appearance in 2015 and in the coming years.




# ADOBE CREATIVE SUITE


## ADVERTISING

The challenge of this brief was to create a poster that demonstrate the power of adobe creative suite. The solution was to designed using both Illustrator, Photoshop and indesign to create an energetic and creative artwork to be display across shopping mall and similar like environments. As these environments are supposedly busy: an artwork was created to capture attention with little to no wording.








 **BE CREATIVE WITH  
THE NEW ADOBE  
CREATIVE SUITE.**



 **BE CREATIVE WITH  
THE NEW ADOBE  
CREATIVE SUITE.**



 **BE CREATIVE WITH  
THE NEW ADOBE  
CREATIVE SUITE.**

**IMAGINE**

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## CRITICAL MASS NEWS

### GREEN WEEK NEWSPAPER

Critical Mass was built and design around the student's stories; young people who felt the need to express their concern about the issues they face and subjective matters which would concern everyone else. It was published and distributed throughout the five UAL campuses and various areas within central London. A max of two thousand copy was printed and distributed.







## BRAND / IDENTITY

### HEMODIALYSIS TREATMENT IN CHINA

The motive of this project captured and framed the creation of the brand / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

#### PRIMARY COLOUR

Pantone 7633 C  
C25 M37 Y30 K0  
R193 G161 B161  
Hex c1a1a0

Pantone 5493 C  
C51 M23 Y36 K0  
R133 G168 B163  
Hex 84a7a2

#### PRIMARY TYPEFACE

Lucida Bright Demibold  
Lucida Bright Regular  
Songti SC Bold  
Songti SC Light





## A5 BROCHURE LANDSCAPE

### Dimensions

Width = 210mm  
Height = 148mm  
Gutter = 5mm  
Bleed = 5mm



## A4 POSTER PORTRAIT

### Dimensions

Width = 210mm  
Height = 297mm  
Gutter = 5mm



## ROLL-UP BANNER

### Dimensions

Width = 990mm  
Height = 2000mm  
Gutter = 5mm



## BILLBOARD

### Dimensions

Width = 6000mm  
Height = 3000mm  
Gutter = 5mm  
Bleed = 50mm



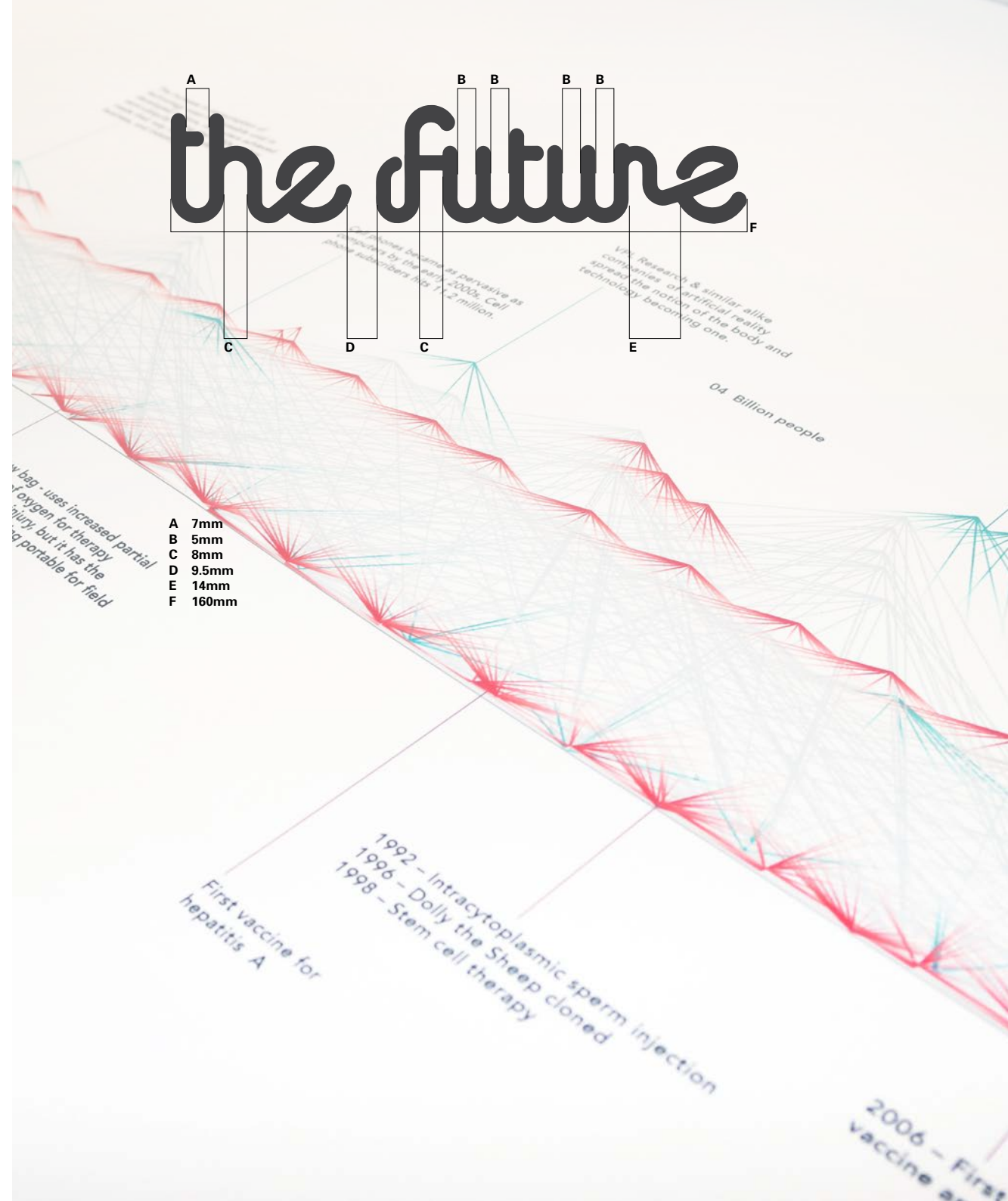
# IDENTITY & INFORMATION

## DESIGN INFORMATION FOR 2016 SUBMIT

The challenge of the brief was to design information and an identity for the upcoming submit, that depicts and discussed the "six critical drivers of global change" stated within Al Gore's book. The challenge was to carefully show the convergence of three chapters in the book.

## SOLUTION



The solution was to design a wall chart that demonstrates the interaction of the three selected drivers of change; depicting the influence of one chapter onto the other. This notion was presented through a timeline... Displaying the human population growth and the consumption of technology, but also how the increase in consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I had hand drawn a logotype that works and compliment the information that was designed. Additionally an identity guideline was then produced for the submit.





The Identity & Colour Scheme



Primary Colours

	
PANTONE P 179-14 C	PANTONE P 70-5 C
C 100 R 00	C 26 R 182
M 073 G 54	M 81 G 080
Y 042 B 80	Y 44 B 105
K 041	K 05

PANTONE P 179-14 C

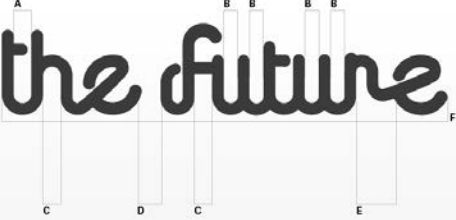
C 00 R 67
M 00 G 67
Y 00 B 69
K 89

Secondary Colours

	
PANTONE P 179-6 C	PANTONE P 70-5 C
C 000 R 167	C 10 R 219
M 000 G 169	M 90 G 165
Y 000 B 172	Y 80 B 164
K 040	K 00

PANTONE P 179-14 C

C 100 R 67
M 000 G 67
Y 040 B 69
K 000



A 7mm
B 5mm
C 8mm
D 9.5mm
E 14mm
F 160mm



Typography & Applications

Thirsty Script Extrabold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Medium

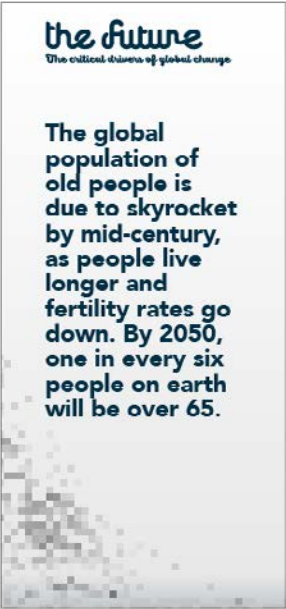
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Pattern & Motions

Pattern must run from left to right,  
unless specified other wise.



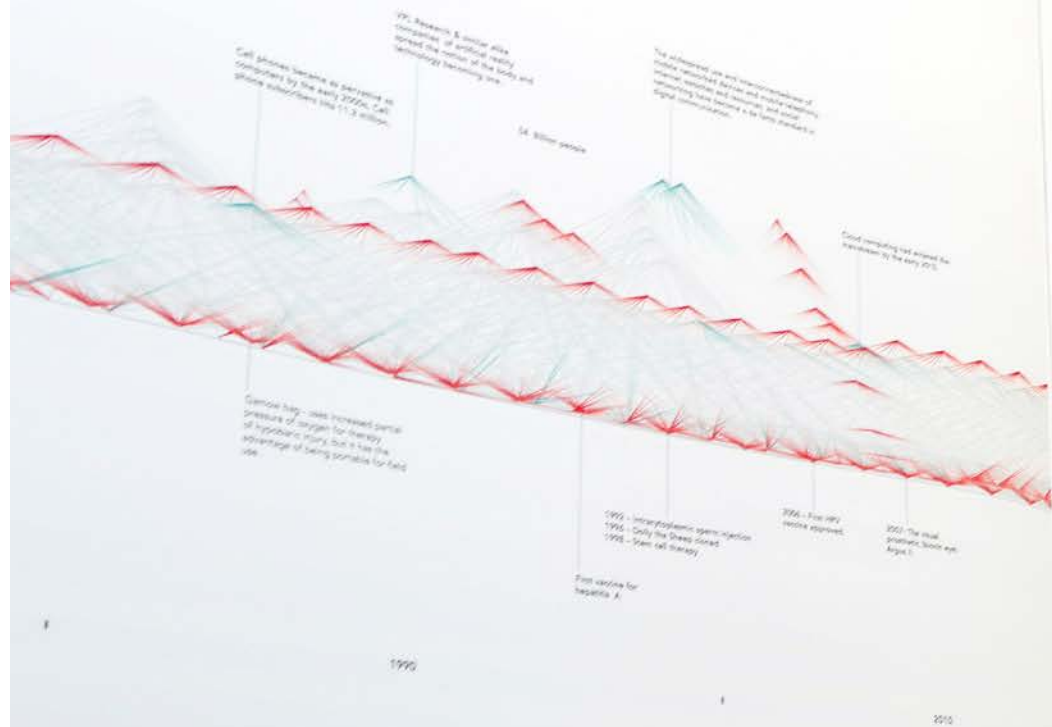
Applications



Signage & navigations



AI, climate change, and the future of global change.



## The Augmented

### Population Science

Future population growth will happen in the lowest developed countries where birth rate remain the highest.

### Rise Expectancy At Birth

Increased health care and medical advances

### Urban Population Growth

As of 2004, the world's population shifted from mainly rural, to more 55% urban. Urbanites live in cities fewer than 100,000 people.

### Medical Advances Pre-1950

There are 10,000 different types of medical devices on the market. They range from high-cost, high-tech to low-cost, low-tech.

## the future

The future of global change.

Openly

Openly



## The Augmented Effect

With the increasing population and very long lifespans in developed countries, the pressure to improve medical care and health care is increasing. The pressure to improve medical care and health care is increasing.

### Population Science

Future population growth will happen in the lowest developed countries where birth rate remain the highest.

Increased health care and medical advances

As of 2004, the world's population shifted from mainly rural, to more 55% urban. Urbanites live in cities fewer than 100,000 people.

There are 10,000 different types of medical devices on the market. They range from high-cost, high-tech to low-cost, low-tech.

With the increasing population and very long lifespans in developed countries, the pressure to improve medical care and health care is increasing.

Increased health care and medical advances

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# REPRESENTING SOUTHWARK

## INFO-GRAPHICS

Using info graphics to communicate the energetic feel of an area in central London (The Cut / Southwark). The selected Building and stores represent the area well; due to their contribution to the community and the atmosphere surrounding those particular buildings.

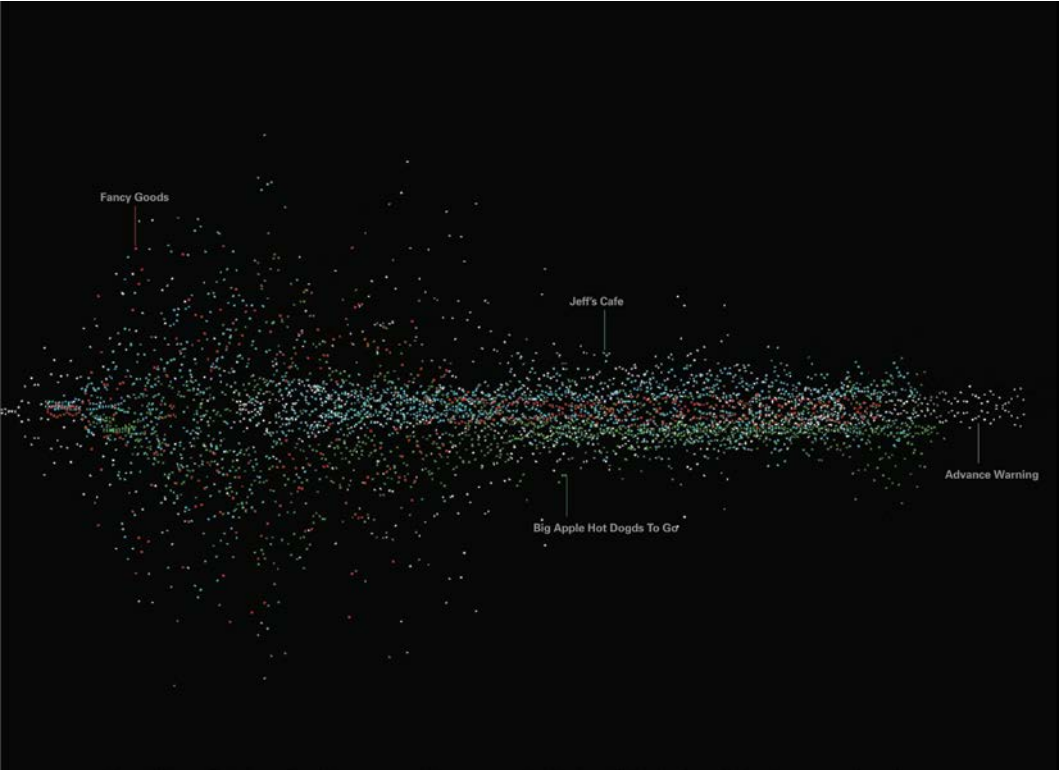
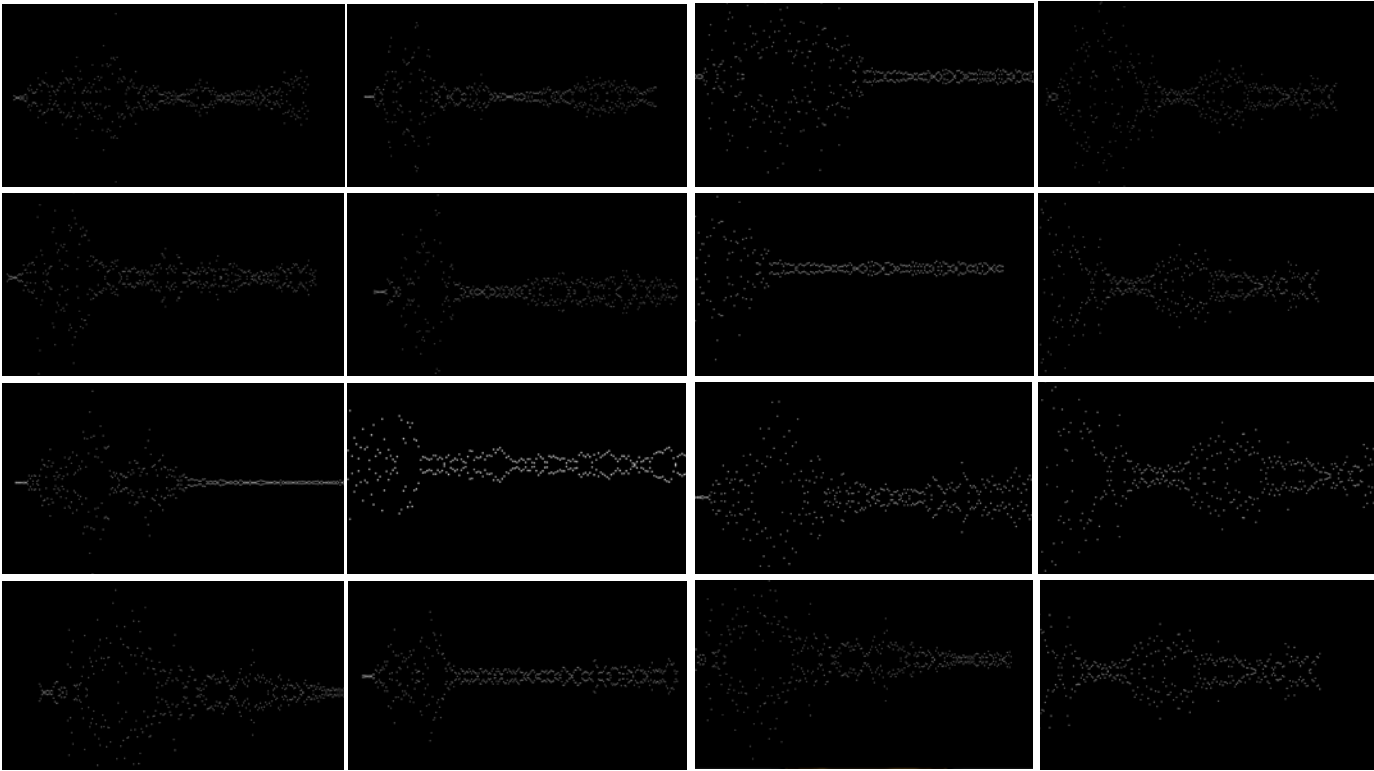


BIG APPLE HOT  
DOGS TO GO

JEFF'S  
CAFE

FANCY  
GOODS

ADVANCE  
WARNING



Each sound frequency are recorded four hours apart. Starting from 12pm midday to 12 am midday from Monday to Thursday... These four days are selected due to the amount of visitors that interact and travels by the buildings. Each frequency was given a colour, alongside the name of the building juxtaposed to create the visual to the right.





**THANK YOU !**

Please Scroll down for my CV

**DAMION  
ROBINSON**  
Graphic & Media Design

## CONTACT

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Addington,  
Croydon, CRO 9DR  
**EMAIL / PHONE**  
damion.graphics@  
gmail.com  
07804832523

## CLIENTS

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DORLING KINDERSLEY  
TECH MIX MAGAZINE  
UNIVERSITY OF THE ARTS LONDON  
NEWSTATEMAN  
TG TRADING  
V&A MUSEUM  
RISE & GRID APPAREL  
SYLVIA BAKERY  
PLEASANT BAKERY

## SKILL SETS

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### SET 01 - THEORY

Grid & Layout  
Typography Knowledge  
Colour Theory Knowledge  
Image Editing  
Interface Design  
Creative Thinking  
Verbal Communication  
Visual Communication  
Analytical / Critical thinking  
Print & Layout Design  
Photography  
Networking  
Social Media Marketing

### SET 01 - TECHNICAL

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Sketch / Zeplin  
Adobe Dreamweaver  
IntelliJ IDEA  
Brackets / Code-Kit  
HTML / CSS  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

### SET 03 - PERSONAL

Friendly & approachable  
Able to work in a team  
Practice attention to details  
Open for suggestion/ willingness  
Organised & Professional

## EDUCATION

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### SEPTEMBER 2012 - JUNE 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies  
University of the Arts London - London College of Communication

### SEPTEMBER 2010 - JUNE 2012

BTEC- Diploma in professional Studies  
ST. Francis XAVIER

### SEPTEMBER 2006 - JUNE 2010

Addington High School

## AWARDS & ACHIEVEMENT

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### EXHIBITIONS

UAL - Summer Degree Show  
Ukadia - Raven Bourn University - With Grayson Perry  
ST. Francis Xavier - Design Show  
**AWARDS**  
UAL Fund Trust

## EXPERIENCE

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### ASSISTANT TEACHER - LONDON COLLEGE OF COMMUNICATION

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant teacher on the summer programs; whilst being a mentor to incoming students and below years. (My recent role was to design a program and to teach as an assistant tutor to the thesis / design groups of the year two students).

### GRAPHIC DESIGNER/ TG TRADING

August 2015 - November 2015

Worked along side four talent designer to create a brand / identity for a Hemodialysis Treatment Centre in China.

### DORLING KINDERSLEY PUBLISHING / PENGUIN GROUP

September 2014 - July 2015

Worked with the knowledge team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and completed elements for the picture pedia-books. (Illustrations / icons & editorial design)

### DESIGN INTERN/ NEWSTATEMAN

December 2014 - January 2015

Researching and creating political content, for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

### CREATIVE DESIGNER / TECHMIX MAGAZINE

August 2014 - December 2014

Creating and editing content for clients, presenting the companies ideas and philosophy, whilst researching into the current market and analysing new ways for revenue / income. ( Designing Presentations / brochures and advertising graphic)

### STUDENT AMBASSADOR / UNIVERSITY OF ARTS LONDON

September 2012 – November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles which included mentoring other students from the University and partner Colleges, creating and working at events and managing public relation via good communication.

### ASSISTANT/ BANK OF AMERICA

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with bank of America. My role was simple, to work with the customers and cater to their needs, utilizing my communication skills as a method of means.

### ASSISTANT/ CHILD HELP FOUNDATION

January 2010 - July 2010

Trained and worked with child help line at the end of high school for couple of months, this thought me how to communicate to both young and old. My role was to work alongside, students my age, bringing better communication to the young ones who need advice and assistance.